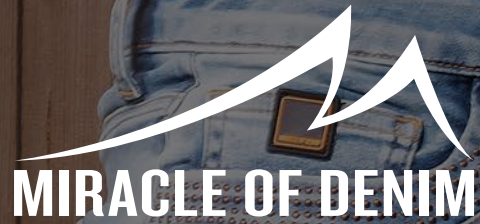




GUTEMARKEN



MIRACLE OF DENIM

Case Study: MIRACLE OF DENIM

„In our research for a partner for marketplace connections and brand eShop development, we finally succeeded in finding GUTE MARKEN, a strong partner that enables us to significantly increase our sales in e-commerce significantly.“

Heiko Holzapfel, CEO MIRACLE OF DENIM



## Miracle of Denim – Be independent.

Creating wonderful things from denim is the great passion of MIRACLE OF DENIM. As jeans enthusiasts, the brand is taking off with many new ideas, further developments and an expanded product range. The brand inspires with high-quality fabrics, very good workmanship and fashionable competence, especially in the NOS programme.

The label has its own production facilities and can therefore control and shape the entire production process itself, from design to finishing. On the basis of 20 years of in-depth experience, MIRACLE OF DENIM creates distinctive products with an individual character. Every new pair of jeans is tested and optimised in our own laboratory.

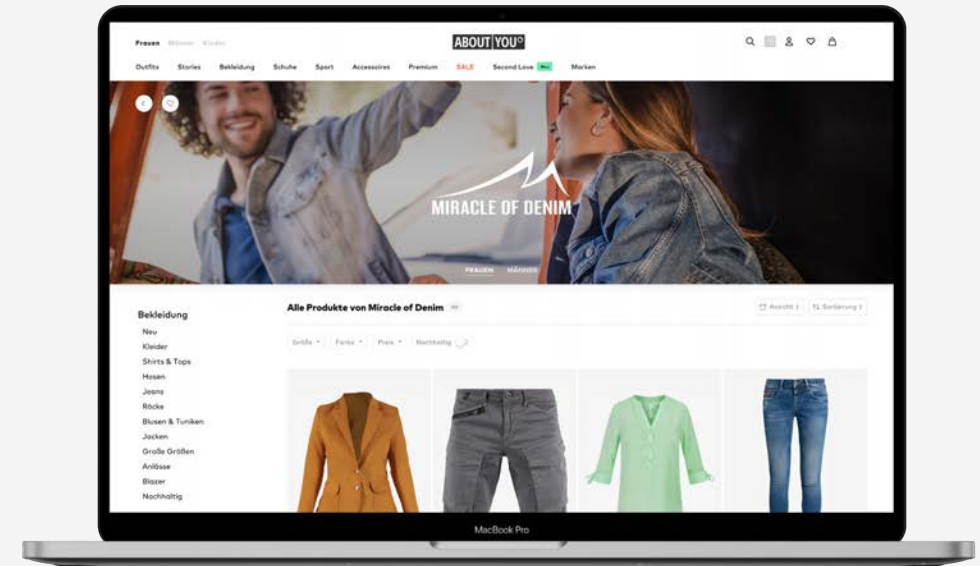
This is how clothing is created that combines a perfect fit, a fashionable look and functionality. Each product passes through many skilled hands during the manufacturing process, because MIRACLE OF DENIM attaches just as much importance to quality in detail as it does to individuality. No two pairs of jeans are the same, each pair of MIRACLE OF DENIM jeans is unique.



## The brand

The managing directors of MIRACLE OF DENIM Akin Erdogan and Heiko Holzapfel have a vision. They want to establish their vision of an authentic and contemporary lifestyle brand in the competitive market with a strong denim programme that stands out from the commercial middle ground with innovative cut and accessory elements and a good price-performance ratio. The founding of MIRACLE OF DENIM in 1999 is the beginning of an exciting success story. Initially, MIRACLE OF DENIM focused on the B2B business.

With the new marketplace connections and an official online shop, the company is taking an important step towards direct to consumer business together with GUTEMARKEN.



## The partner: Miracle of Denim

Sector: Womenswear, Menswear & Accessories

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Foundation: 1999

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Turnover: 7 million EUR (2019)

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Internationally active company

## About the project

Connection to the online marketplaces of AMAZON, ABOUT YOU and KLINGEL

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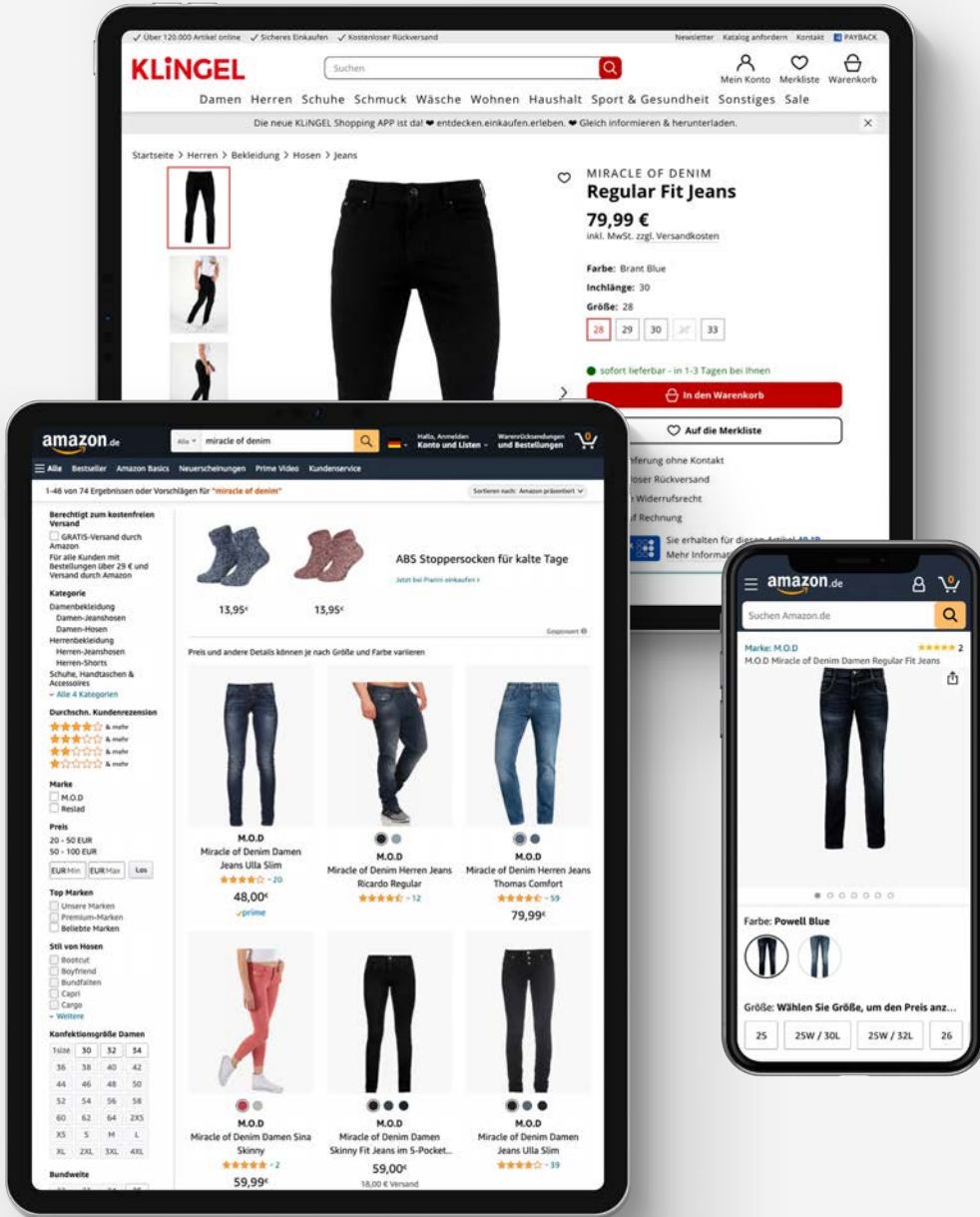
Conception and implementation of an online shop in cooperation with the brand

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Project duration: 6 months

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Stakeholders: GUTEMARKEN, MIRACLE OF DENIM, AMAZON, ABOUT YOU, KLINGEL



## The services

### MIRACLE OF DENIM

Determination and planning of the assortment

Delivery of stock to GUTEMARKEN warehouse

Providing the CI and eShop content

### GUTEMARKEN

Joint coordination and conception of webshop designs and layouts with MIRACLE OF DENIM

Agile implementation of the brand eShop with regular project submeetings by MIRACLE OF DENIM

Weekly status meetings for update and coordination with MIRACLE OF DENIM

Determination and planning of the assortment

Delivery of the products to the GM warehouse

Preparation of the CI and webshop content



## Implementation

MIRACLE OF DENIM transmits article master data via the EDI interface and the announcement of the delivery notification

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GUTEMARKEN uses their IT Infrastructure for implementing the marketplace connections and the brand eShop

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GUTEMARKEN implements the marketplace migrations on the marketplaces and ensures efficient order management

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GUTEMARKEN develops the brand eShop in cooperation with the customer

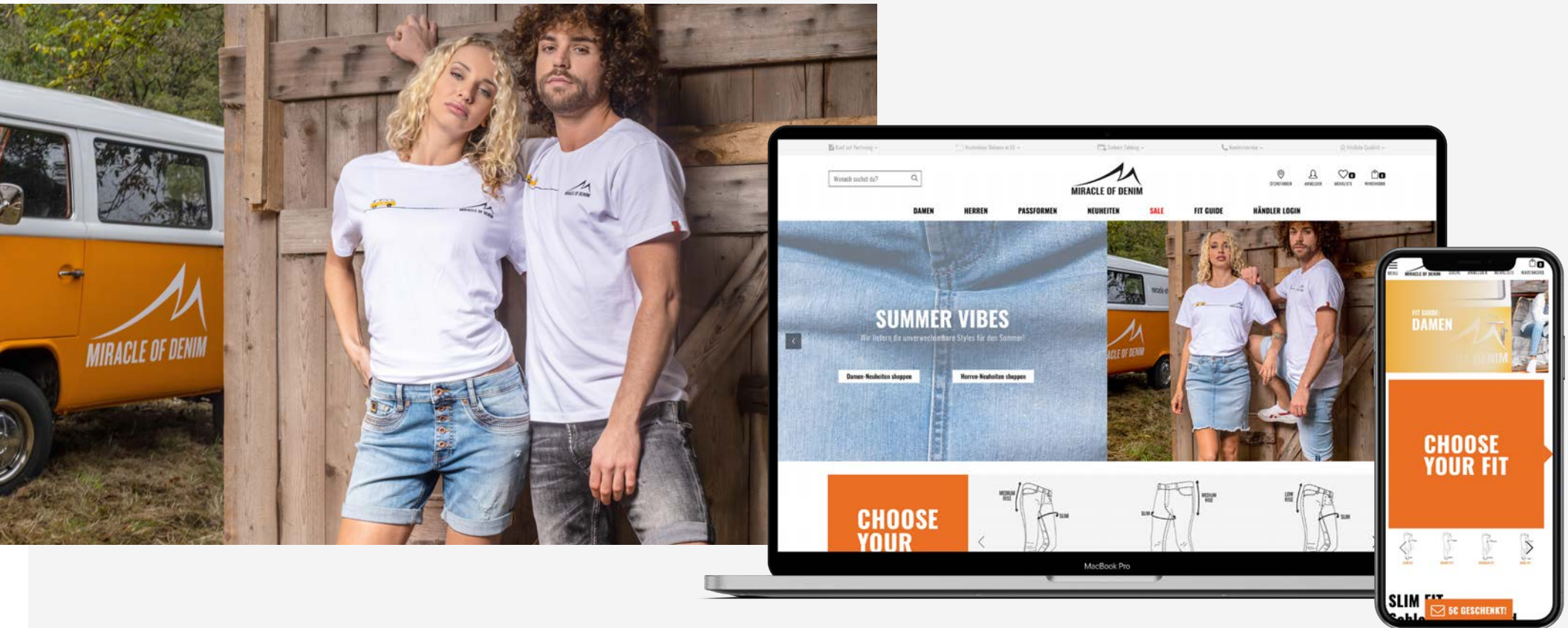
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Marketplaces carry out internal data checks as well as test orders



## Project goals

One of the goals was to prepare the articles of the MIRACLE OF DENIM brand in a channel-specific way for ABOUT YOU, Amazon and Klingel, so that an increase in sales and reach can be realised. In addition, a brand-specific Brand eShop was implemented, on which the products of MIRACLE OF DENIM are presented and staged. Together with the brand, a eShop concept and various sales-promoting campaigns were planned and implemented.

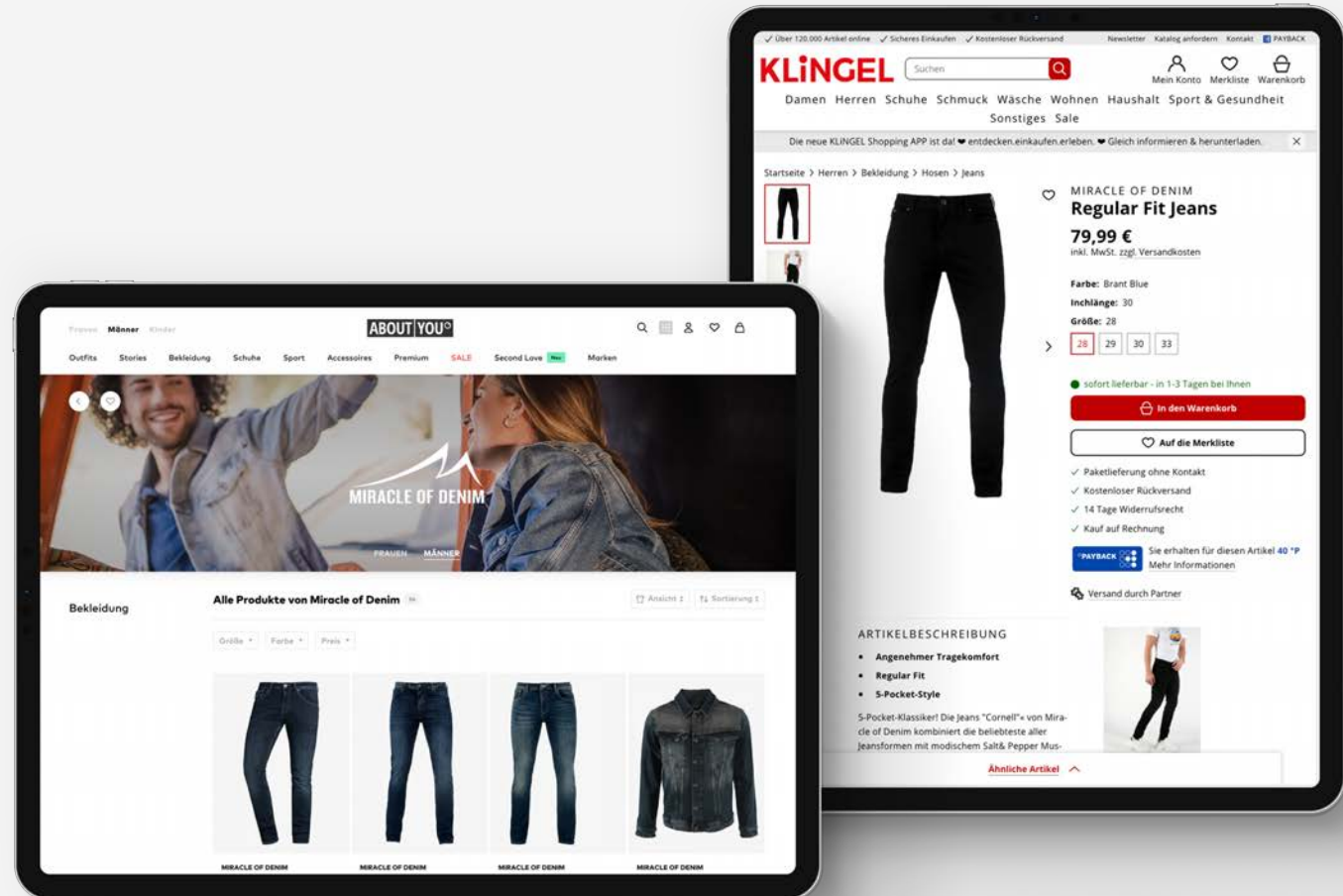




# MIRACLE OF DENIM now with its own brand eShop and marketplace connections

At [www.miracleofdenim.com](http://www.miracleofdenim.com), the label now presents not only the latest collections but also a fit guide that customers can use to find fits and models. The vision of connecting people and brands is also an entrepreneurial principle for GUTEMARKEN. As managed platform, it creates a sales world for MIRACLE OF DENIM that combines individual brand identity with an excellent user experience. In addition to the modern flat look, the cross-device Responsive Design and the use of the latest web technologies such as the specially developed Framework also ensure an optimal, extremely fast shopping experience. As an additional feature, B2B access has been integrated on the shop.

In order to be able to sell the articles of MIRACLE OF DENIM across portals, an additional connection to marketplaces such as Klingel, About You and Amazon is provided.



# GUTEMARKEN

We develop brands with  
our system, experience  
and passion!



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